

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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In re Patent Application of:  
Dana Borger, et al.

Application No.: 09/922,348

Confirmation No.: 7283

Filed: August 3, 2001

Art Unit: 2152

For: SYSTEMS, METHODS AND COMPUTER  
PROGRAM PRODUCTS FOR INTEGRATING  
ADVERTISING WITHIN WEB CONTENT

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Examiner: D. Chankong

**AMENDMENT IN RESPONSE TO NON-FINAL OFFICE ACTION**

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Madam:

**INTRODUCTORY COMMENTS**

This amendment is filed in reply to the Non-Final Office Action dated August 26, 2008, for which a response was due November 26, 2008. Applicants include with this response a Petition for Extension of Time pursuant to 37 C.F.R. § 1.136(a) for three months to extend the deadline to file this response to February 26, 2009, please amend the above-identified U.S. patent application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 15 of this paper.